

CLAIMS

1. A method comprising:
receiving a user request to render an on-demand media content;
identifying an advertisement associated with the on-demand media content;
and
rendering the advertisement in conjunction with rendering the on-demand media content.
2. The method as recited in claim 1 wherein the on-demand media content comprises video-on-demand available from a server.
3. The method as recited in claim 1 wherein the on-demand media content comprises a previously recorded broadcast television program.
4. The method as recited in claim 1 wherein the identifying comprises:
transmitting data to a server, the data identifying a broadcast television program that is scheduled to be recorded; and
receiving advertisement data associated with the broadcast television program that is scheduled to be recorded.
5. The method as recited in claim 4 wherein the advertisement data comprises advertisement video content.

6. The method as recited in claim 4 wherein the advertisement data comprises an advertisement image.

7. The method as recited in claim 4 wherein the advertisement data comprises advertisement metadata, the metadata comprising business rules associated with an advertisement.

8. The method as recited in claim 7 wherein the business rules comprise at least one of an indicator of how often the advertisement is to be played, an indicator of which trick modes are to be disabled during the playing of the advertisement, an expiration date associated with the advertisement, a day of the week that the advertisement is to be played, or a time of day at which the advertisement is to be played.

9. The method as recited in claim 1 wherein the rendering the advertisement in conjunction with rendering the on-demand media content comprises:

rendering the advertisement; and

upon completion of the advertisement, rendering the on-demand media content.

10. The method as recited in claim 1 wherein the rendering the advertisement in conjunction with rendering the on-demand media content comprises:

rendering the on-demand media content;

detecting initiation of a pause command before the conclusion of the on-demand media content;

rendering the advertisement while the on-demand media content is paused;

and

upon detection of termination of the pause command, continuing to render the on-demand media content.

11. The method as recited in claim 1 further comprising:

generating ad tracking data associated with the advertisement; and

transmitting the ad tracking data to a server system.

12. The method as recited in claim 11 wherein the generating comprises recording a date at which the advertisement is played.

13. The method as recited in claim 11 wherein the generating comprises recording a time at which the advertisement is played.

14. The method as recited in claim 11 wherein the generating comprises recording an indicator of whether or not a viewer attempted to fast-forward through the advertisement.

15. One or more computer-readable media having computer-readable instructions thereon which, when executed by a computer, cause the computer to implement the method as recited in claim 1.

16. A system comprising:
means for recording a broadcast television program;
means for transmitting data identifying the broadcast television program to a server system;
means for receiving an advertisement associated with the broadcast television program; and
means for rendering the advertisement in conjunction with the broadcast television program that is recorded.

17. The system as recited in claim 16 further comprising means for transmitting ad tracking data to the server system, the ad tracking data comprising indicators of conditions under which the advertisement was rendered.

18. The system as recited in claim 16, implemented as at least one of a cable television system set-top box, a digital video recorder, a digital cable-ready television set, a personal computer, and a satellite television receiver.

19. A system comprising:
a processor;
a memory; and
an ad targeting application stored in the memory and executed on the processor, the ad targeting application configured to:

receive data identifying a broadcast television program scheduled to be recorded on a recording device;

identify an advertisement to be targeted to viewers of the broadcast television program; and

cause the advertisement to be transmitted to the recording device.

20. The system as recited in claim 19 further comprising an ad tracking application stored in the memory and executed on the processor, the ad tracking application configured to receive and store ad tracking data associated with an advertisement that has been rendered in conjunction with on-demand media content.

21. The system as recited in claim 20 wherein the ad tracking data identifies a date and time at which the advertisement was played.

22. One or more computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to:

receive a user request to record a broadcast television program;

transmit data identifying the broadcast television program to a server system; and

receive an advertisement associated with the broadcast television program.

23. The one or more computer-readable media as recited in claim 22, further comprising computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to:

record the broadcast television program;

receive a user request to view the broadcast television program that was recorded; and

render the advertisement in conjunction with rendering the broadcast television program that was recorded.

24. The one or more computer-readable media as recited in claim 23, further comprising computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to select based on a day and/or time, the advertisement from multiple advertisements associated with the broadcast television program.

25. The one or more computer-readable media as recited in claim 23, further comprising computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to:

record tracking data that describes conditions associated with the rendering of the advertisement; and

transmit the tracking data to the server system.

26. One or more computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to:

receive from a client device, data identifying a broadcast television program that is scheduled to be recorded;

identify an advertisement to be targeted to viewers of the broadcast television program; and

cause the advertisement to be transmitted to the client device.

27. The one or more computer-readable media as recited in claim 26, further comprising computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to receive tracking data that describes conditions associated with a rendering of the advertisement.